**ELEMENTS OF A GREAT SPEECH –THE TEN COMMANDMENTS - APPA**

1. **Speak to their hearts** - a great speech should be personal.
2. **Make it real** - your listeners should feel like they are living the moment with you.
3. **Make it memorable** - your listeners should remember your main points far into the future, even if they forget your name or speech title.
4. **Be clear, concise and brief** - keep your words simple and keep to the point AND give your listeners some useful information to take away with them.
5. **Interact with your audience** - make your speech relevant through use of humour and personal stories.
6. **Use lots of eye-contact**.
7. **Make it fun** - if you're having a good time, so will your audience.
8. **Make it visual** - use quotes, stories, anecdotes, and word pictures so your listeners can see it with their mind's eye as well as hear the message.
9. **Make it passionate** - if you really care about your topic, so will your audience.
10. **Be enthusiastic** - your enthusiasm is infectious.